1	The opinion in support of the decision being entered today is <i>not</i> binding precedent
2	of the Board.
3	INITED STATES DATENT AND TO A DEMANDIZ OFFICE
4	UNITED STATES PATENT AND TRADEMARK OFFICE
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6 7	BEFORE THE BOARD OF PATENT APPEALS
8	AND INTERFERENCES
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11	Ex parte JUSTIN MONK
12	
13	
14	Appeal 2007-2451
15	Application 10/694,925
16	Technology Center 3600
17	<del></del>
18 19	Decided: July 17, 2007
20	Decided. July 17, 2007
21	<del></del>
22	Before WILLIAM F. PATE, III, JENNIFER D. BAHR, and ANTON W.
23	FETTING, Administrative Patent Judges.
24	FETTING, Administrative Patent Judge.
25	DECISION ON APPEAL
26	
27	
28	STATEMENT OF CASE
29	This appeal from the Examiner's rejection of claims 1-7, the only claims
30	pending in this application, arises under 35 U.S.C. § 134. We have jurisdiction
31	over the appeal pursuant to 35 U.S.C. § 6.
32	We AFFIRM
22	WE ARIKW

2	The Appellant invented a way for managing integrated credit and stored-value
3	programs involving transactions to be processed with a customer at a point of sale
4	with combined stored-value and credit instruments. In one embodiment, a
5	transaction amount is received at a point-of-sale device, along with information
6	identifying an instrument, e.g. a card, associated with a stored-value account and a
7	credit account. The stored-value account and the credit account are linked
8	substantially contemporaneously with issuance of the instrument to the customer.
9	A distribution of the cost for the transaction among the stored-value and credit
10	accounts is selected at the point-of-sale device, and that distribution is applied to
11	the stored-value and credit accounts.
12	An understanding of the invention can be derived from a reading of exemplary
12	
13	claim 1, which is reproduced below.
14	1. A method for processing a transaction with a customer at a point of
15	sale, the method comprising:
16	receiving, at a point-of-sale device, a cost for the transaction;
17	receiving, at the point-of-sale device, instrument-identification
18	information identifying an instrument associated with a stored-value
19	account and a credit account, wherein the stored-value account and
20	the credit account were linked substantially contemporaneously with
21	issuance of the instrument to the customer;
22	generating a request to select a distribution of the cost for the
23	transaction among the stored-value and credit accounts for
24	presentation at the point-of-sale device;
25	receiving, at the point of sale device, a response to the request that
26	identifies a selected distribution identifying a first nonzero portion of
27	the cost for the transaction to be applied to the stored-value account
28	and a second nonzero portion of the cost for the transaction to be
29	applied to the credit account; and

transmitting, from the point-of-sale device, instructions to apply the 1 cost for the transaction to the stored-value and credit accounts in 2 accordance with the received response. 3 4 This appeal arises from the Examiner's Final Rejection, mailed November 25, 5 2005. The Appellant filed an Appeal Brief in support of the appeal on June 22, 6 2006, and the Examiner mailed an Examiner's Answer to the Appeal Brief on 7 September 13, 2006. A Reply Brief was filed on October 24, 2006. 8 9 **PRIOR ART** 10 The Examiner relies upon the following references as evidence of 11 unpatentability: 12 US 5,839,117 Nov. 17, 1998 Cameron 13 Melchione US 5,930,764 Jul. 27, 1999 14 US 6,631,849 B2 Oct. 14, 2003 Blossom 15 16 **REJECTION** 17 Appellant seeks review of the following Examiner's rejection. 18 Claims 1-7 stand rejected under 35 U.S.C. § 103(a) as obvious over Blossom, 19 Cameron, and Melchione. 20 21

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**ISSUES** 1 The Examiner finds that Blossom discloses receiving at a POS device a cost for 2 a transaction identifying an instrument associated with a stored-value account and 3 a credit account and generating a request to select a distribution of the cost for the 4 transaction among the stored-value and credit accounts for presentation at the 5 point-of-sale device. The Examiner finds that the step of transmitting the cost 6 payment to the financial institution is obvious and old to the card reader art and is 7 accomplished in Cameron. (Answer 4.) 8 However, the Examiner finds that Blossom does not disclose the stored-value 9 account and the credit account linked substantially contemporaneously with 10 issuance of the instrument to the customer, nor does it teach a selected distribution 11 identifying a first non zero portion of the cost of the trans action applied to a stored 12 value and a second non zero portion of the cost of the transaction to be applied to a 13 credit card. (Answer 4.) 14 To overcome this deficiency, the Examiner finds that Cameron discloses 15 selecting a non zero portion of a charge to be allocated between two credit cards, a 16 credit card and a stored value instrument, or between two stored value instruments. 17 The Examiner concludes that it would have been obvious to modify the POS sales 18 device of Blossom to include the receiving at the POS terminal of a response in the 19 form of an elective distribution feature of allocating payments between stored 20 value gift certificate and credit card as taught by Cameron to limit the use of the 21 credit cards and their attendant high rates of interest. (Answer 4.) 22 The Examiner finds that Cameron provides the limitation of substantially

contemporaneously linking the stored values and the credit card, based on its

scheme of Fig. 1 showing a linked system, which the Examiner reads as being

# Application 10/694,925

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substantially contemporaneous. In addition, the Examiner finds that Melchione 1 discloses a system where, in a single session, accounts are linked together. The 2 Examiner concludes that it would have been an obvious modification to Blossom 3 to include the single session linking feature to link the stored value and the credit 4 accounts at substantially the same time, to keep both accounts as an option from 5 the beginning of the card's use. (Answer 4-5.) 6 The Appellant contends that, whereas claim 1 calls for a point of sale device 7 configured to distribute portions of the amount of a transaction between two 8 accounts associated with the same instrument, the references simply do not teach 9 nonzero payment distributions for a transaction at a point of sale device between 10 two accounts associated with the same instrument. Blossom teaches a reader which 11 selects a single account at a time, not the distribution between two accounts 12 explicitly taught by the claim. Thus, Blossom is relied upon to teach what appears 13 to be already known in the art, i.e. a single card associated with two or more 14 accounts. The Appellant further argues that Blossom does not suggest that it may 15 be modified to distribute the cost for the transaction among the accounts. The 16 Appellant concludes that Blossom cannot be relied upon to teach a nonzero 17 distribution between such accounts from a point-of-sale device. (Br. 4.) 18 The Appellant argues that Cameron's system comprises a graphical user 19 interface with an order payment window, and therefore, suggests a graphical 20 "window" including various "capture fields," clearly directed at remote order entry, 21 not a point-of-sale transaction. The Appellant concludes that there is simply no 22 teaching or suggestion for nonzero distributions at a point-of-sale device. The 23

Appellant also argues that there is no suggestion in Cameron that the distribution

of a transaction amount be to different accounts from the same instrument. The

- Appellant admits that the billing module of Cameron does include the ability to 1 allocate payment across different methods, but contends that there is simply no 2 suggestion that the different payment methods be associated with the same 3 instrument. (Br. 4-5.) 4 The Appellant then argues that one would not have combined Blossom with 5 Cameron to form the claimed invention. It is argued that that the issues associated 6 with a point-of-sale transaction are very different than those associated with a 7 remote order entry, and Cameron, therefore, may only be fairly relied upon to 8 teach the "ability to allocate an order across a plurality of payment methods" in the 9 context of a computerized, remote order entry. There is no suggestion applying 10 such a distribution at a point-of-sale device, nor any limitation reciting use with a 11 single instrument associated with a stored-value account and a credit account. 12 Neither suggests nonzero payment distributions at a point of sale device for 13 14 different accounts associated with the same instrument. Moreover, there is no suggestion in the references to modify the teachings of Blossom to include 15 Cameron. The Appellant argues that the motivation found by the Examiner does 16 not constitute proper motivation - it addresses a user's motivation to use the 17 system, and not a motivation to combine the teachings of the references. (Br. 5-6.) 18 The Appellant also argues that Melchione has no disclosure of a stored-value 19 account and credit account being linked substantially contemporaneously with 20 issuance of an instrument associated with both accounts. Claim 1 specifically 21 recites that a stored-value account and credit account be linked substantially 22 contemporaneously with issuance of the instrument to the customer. The Appellant 23
  - citations to other parts of Melchione are unclear. (Br. 6.)

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contends that the Abstract in Melchione fails to teach this limitation, and the

1	Thus, the issue pertinent to this appeal is whether the rejection of claims 1-7
2	under 35 U.S.C. § 103(a) as obvious over Blossom, Cameron, and Melchione is
3	proper. This issue turns on whether one of ordinary skill would have applied
4	Cameron's automated payment allocation across multiple accounts to the multiple
5	accounts on Blossom's card, and on the amount of patentable weight afforded to
6	the limitation that a past structural limitation of linkage between accounts and the
7	card were contemporaneous, and to the degree such weight is afforded, whether
8	one of ordinary skill would have contemporaneously made the linkage with
9	Blossom's card in view of Melchione's teachings.
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11	FACTS PERTINENT TO THE ISSUES
12	The following enumerated Findings of Fact (FF), supported by substantial
13	evidence, are pertinent to the above issues.
14	Claim Construction
15	01. The specification provides no lexicographic definition for the terms
16	"instrument" and "stored-value."
17	02. The usual and ordinary meaning of "instrument," as it relates to a
18	financial transaction, is a legal document, such as a deed, will, mortgage,
19	or insurance policy <sup>1</sup> .
20	03. The usual and ordinary meaning of "store," as a verb, is to reserve or
21	put away for future use <sup>1</sup> . Thus, the usual and ordinary meaning of
22	"stored-value" is value reserved or put away for future use.

<sup>&</sup>lt;sup>1</sup> The American Heritage Dictionary of the English Language (4<sup>th</sup> Edition. 2000).

#### Blossom

- 04. Blossom is directed towards a financial services vehicle, such as plastic credit cards of the type commonly associated with credit cards, ATM banking cards, security cards, or identification cards. More specifically, it relates to a selectable, multi-purpose card having a plurality of features stored in memory means operatively mounted on the card and selection means mounted on the card or a card reader allowing a user to select a card feature in a single step. The features when selected allow the card to function as a different card and/or to perform functions not traditionally available in financial plastic cards. (Blossom, col. 1, ll. 5-16.)
- o5. Blossom states that when a transaction is to be performed at a retail store, a customer hands his or her card to an employee of the retail store and the employee then scans the magnetic information into a communication device. (Blossom, col. 1, ll. 26-29.)
- 06. Blossom describes a stored-value card, being a widespread use of smart card technology, which contains monetary value in the microchip embedded in the card. For example, each time a consumer uses a chip card in a vending machine, the amount of the purchase is deducted from the cash balance stored in the microchip on the chip card. (Blossom, col. 2, ll. 1-6.)
- 07. Blossom states that two objects of Blossom's invention are to provide a thin, flexible, card that combines the functions of different cards into a single card instrument, and to provide a card that includes a plurality of features and selection means that allow a user to select a desired feature

- preferably in a single step, prior to presenting the card to a sales person or using the card. (Blossom, col. 2, 11, 48-55.)
  - 08. Blossom states that its card can be, for example, a debit card, a credit card, a transfer funds card, a smart card, a stored-value card, a gift card, an ATM card, a security card or-an identification card. The features may allow the card to function as a different card, such as a credit card, debit card, ATM bank card, stored value card, security card, identity card and the like. (Blossom, col. 3, ll. 13-18.)
  - 09. Blossom states that its card may also include means for providing or processing either account, identity, payment, health, transactional, or other information and communicating with central processing units or computers operated by the providers of services, such as credit card institutions, banks, health care providers, universities, retailers, wholesalers or other providers of goods or services employers, or membership organizations. (Blossom, col. 3, Il. 18-25.)
  - 10. Blossom states that its card features may also enable the card to communicate with or be accessed by other devices, including those used by retailers (point of sale computers), and personal computers used in other business applications or at home, for example, a personal computer using a built-in or attached card reader. (Blossom, col. 3, Il. 26-18.)
  - 11. The Examiner's findings that Blossom discloses receiving at a POS device a cost for a transaction identifying an instrument associated with a stored-value account and a credit account and generating a request to select a distribution of the cost for the transaction among the stored-value and credit accounts for presentation at the point-of-sale device are

not disputed by the Appellant, although the Appellant disputes that Blossom shows an allocation of multiple non-zero amounts (Appeal Br. 4).

#### Cameron

- 12. Cameron is directed towards computerized event-driven routing in an order entry system. One embodiment of Cameron's invention provides computerized user assistance and marketing functions during the user's order placement. This occurs by defining one or more user-initiated events and one or more application points. Each of the application points is associated with at least one of the user-initiated events. An action is assigned to each of the application points. The actions assigned to a particular application point are dynamically invoked upon initiation of the user-initiated event associated with that application point, in order that the user is provided with the action at a point during the placement of an order at which the action is needed. (Cameron, col. 2, ll. 41-62.)
- 13. Cameron describes one of the key features of billing module 36 as the ability to allocate an order total across a plurality of payment methods. Any combination of the customer's previously used payment methods, or new payment method or methods may be assigned to an order as long as at least one payment method is selected. As is shown in FIG. 13, the customer may allocate either a dollar amount or a percent of the total order amount to each payment method, with the exception of coupons and gift certificates that state a specific dollar off amount. The dollar amount allocation is captured in dollar amount data capture field 116, while the percent to allocate is captured in percent data capture field 118.

The amount to be billed is automatically calculated by the preferred
order entry system and captured in the amount to be billed data capture
field 110. The total order amount is automatically calculated and
captured in total order amount data capture field 105, while the amount
left to allocate is automatically calculated and captured in amount left to
allocate data capture field 107. (Cameron, col. 11, 1. 55 – col. 12, 1. 6.)

- 14. If a single payment method is chosen in Cameron's invention, one hundred percent (100%) of the order total is automatically allocated to that payment method. If more than one payment method is selected, the customer must choose how to allocate their payment methods. A recalculate button 101 is provided on billing window 100 which, when selected, calculates the dollar amount to be billed to each payment method based on the dollar amounts and percentages captured for each payment method. If the allocation is incomplete, the total amount of the order will be applied to the first payment method, less any coupon or gift certificate. (Cameron, col. 12, ll. 7-16.)
- 15. The Examiner's findings that the step of transmitting the cost payment to the financial institution is obvious and old to the card reader art and is accomplished in Cameron is not disputed by the Appellant.
- 16. The Examiner's findings that Cameron discloses selecting a non-zero portion of a charge to be allocated between two credit cards, a credit card and a stored value instrument, or between two stored value instruments is not disputed by the Appellant.

#### Melchione

1	17. Melchione is directed towards a sales and service support system and
2	method, and in particular, to an electronic sales and service support
3	system and method for assisting customer service and identifying sales
4	targets, distributing sales leads, enhancing sales tools, and tracking
5	performance of sales and sales personnel. (Melchione, col. 1, ll. 26-31.)
6	18. Melchione states that its electronic sales and service support system is
7	preferably capable of interfacing with a system for opening a single
8	account that includes a full range of financial components. Thus, the
9	integrated system of Melchione's invention also preferably includes a
10	system for opening an account, preferably in a single session. The
11	system is preferably in communication with the central database,
12	micromarketing centers, central customer information systems and
13	branch systems of the present invention so that data can pass between
14	these systems where legal and appropriate. (Melchione, col. 7, ll. 30-
15	40.)
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17	PRINCIPLES OF LAW
18	Claim Construction
19	The general rule is that terms in the claim are to be given their ordinary and
20	accustomed meaning. Johnson Worldwide Assocs. v. Zebco Corp., 175 F.3d 985,
21	989, 50 USPQ2d 1607, 1610 (Fed. Cir. 1999). In the USPTO, claims are
22	construed giving their broadest reasonable interpretation.
23	[T]he Board is required to use a different standard for construing
24	claims than that used by district courts. We have held that it is
25	erroneous for the Board to "appl[y] the mode of claim interpretation
26	that is used by courts in litigation, when interpreting the claims of

- issued patents in connection with determinations of infringement and 1 validity." In re Zletz, 893 F.2d 319, 321, 13 USPQ2d 1320 (Fed. Cir. 2 1989); accord *In re Morris*, 127 F.3d 1048, 1054, 44 USPQ2d 1023 3 (Fed. Cir. 1997) ("It would be inconsistent with the role assigned to 4 the PTO in issuing a patent to require it to interpret claims in the same 5 manner as judges who, post-issuance, operate under the assumption 6 the patent is valid."). Instead, as we explained above, the PTO is 7 obligated to give claims their broadest reasonable interpretation 8 during examination. 9 In re Am. Acad. of Sci. Tech Ctr., 367 F.3d 1359, 1364, 70 USPQ2d 1827, 10 1830 (Fed. Cir. 2004). 11 **Obviousness** 12 A claimed invention is unpatentable if the differences between it and the prior 13 art are "such that the subject matter as a whole would have been obvious at the 14 time the invention was made to a person having ordinary skill in the art." 35 U.S.C. 15 § 103(a) (2000); In re Kahn, 441 F.3d 977, 985, 78 USPQ2d 1329, 1335 (Fed. Cir. 16 2006) (citing Graham v. John Deere Co., 383 U.S. 1, 13-14, (1966)). In Graham, 17 the Court held that that the obviousness analysis begins with several basic factual 18 inquiries: "[(1)] the scope and content of the prior art are to be determined; [(2)] 19 differences between the prior art and the claims at issue are to be ascertained; and 20 [(3)] the level of ordinary skill in the pertinent art resolved." 383 U.S. at 17. After 21 ascertaining these facts, the obviousness of the invention is then determined 22 "against th[e] background" of the Graham factors. Id. at 17-18. 23 The Supreme Court has provided guidelines for determining obviousness based 24 on the Graham factors. KSR Int'l v. Teleflex Inc., 127 S. Ct. 1727, 82 USPO2d 25 1385 (2007). "[a] combination of familiar elements according to known methods 26 is likely to be obvious when it does no more than yield predictable results. Id at 27
  - 13

1739, 82 USPO2d at 1395. "When a work is available in one field of endeavor,

design incentives and other market forces can prompt variations of it, either in the 1 same field or a different one. If a person of ordinary skill can implement a 2 predictable variation, § 103 likely bars its patentability." Id. at 1740, 82 USPQ2d 3 at 1396. For the same reason, "if a technique has been used to improve one device, 4 and a person of ordinary skill in the art would recognize that it would improve 5 similar devices in the same way, using the technique is obvious unless its actual 6 application is beyond that person's skill." Id. "Often, it will be necessary for a 7 court to look to interrelated teachings of multiple patents; the effects of demands 8 known to the design community or present in the marketplace; and the background 9 knowledge possessed by a person having ordinary skill in the art, all in order to 10 determine whether there was an apparent reason to combine the known elements in 11 the fashion claimed by the patent at issue. To facilitate review, this analysis should 12 be made explicit. See *In re Kahn*, 441 F.3d 977, 988, 78 USPQ2d 1329, 1336 13 (Fed. Cir.2006) ("[R]ejections on obviousness grounds cannot be sustained by 14 15 mere conclusory statements; instead, there must be some articulated reasoning with some rational underpinning to support the legal conclusion of obviousness"). As 16 our precedents make clear, however, the analysis need not seek out precise 17 teachings directed to the specific subject matter of the challenged claim, for a court 18 can take account of the inferences and creative steps that a person of ordinary skill 19 in the art would employ." Id. at 1740-41, 82 USPQ2d at 1396. "[T]he analysis 20 need not seek out precise teachings directed to the specific subject matter of the 21 challenged claim, for a court can take account of the inferences and creative steps 22 that a person of ordinary skill in the art would employ." Id. at 1741, 82 USPQ2d at 23 1396. "The obviousness analysis cannot be confined by a formalistic conception 24 of the words teaching, suggestion, and motivation, or by overemphasis on the 25 importance of published articles and the explicit content of issued patents. The 26

- diversity of inventive pursuits and of modern technology counsels against limiting 1
- the analysis in this way. In many fields it may be that there is little discussion of 2
- obvious techniques or combinations, and it often may be the case that market 3
- demand, rather than scientific literature, will drive design trends." Id. "Under the 4
- correct analysis, any need or problem known in the field of endeavor at the time of 5
- invention and addressed by the patent can provide a reason for combining the 6
- elements in the manner claimed." Id at 1732, 82 USPQ2d at 1397. 7

### Automation of a Known Process

It is generally obvious to automate a known manual procedure or mechanical 9 device. Our reviewing court stated in Leapfrog Enterprises Inc. v. Fisher-Price 10 Inc., 485 F.3d 1157, 82USPQ2d 1687 (Fed. Cir. 2007) that one of ordinary skill in the art would have found it obvious to combine an old electromechanical device 12 with electronic circuitry "to update it using modern electronic components in order 13 to gain the commonly understood benefits of such adaptation, such as decreased 14 size, increased reliability, simplified operation, and reduced cost. . . . The 15 combination is thus the adaptation of an old idea or invention . . . using newer 16 technology that is commonly available and understood in the art." Id at 1163, 82 17

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USPQ2d 1691.

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**ANALYSIS** 1 Claims 1-7 rejected under 35 U.S.C. § 103(a) as obvious over Blossom, Cameron, 2 and Melchione. 3 We note that the Appellant argues these claims as a group. Accordingly, we 4 select claim 1 as representative of the group. 5 Appellant's invention is the automated allocation of a purchase payment across 6 multiple accounts linked to a single card, or instrument, where one account is for 7 credit and the other account for a stored-value, and where the accounts were linked 8 to the instrument contemporaneously. The Examiner applied Blossom to show the 9 features of a multiple account card, Cameron to show automated allocation among 10 accounts, and Melchione for the suggestion of contemporaneous linking. 11 We initially note that, as anyone who has received stored-value cards in the 12 form of gift cards has experienced, at some point, the balance in the stored-value 13 account is not going to be sufficient to cover a purchase and at that point the 14 purchaser will allocate non-zero amounts to both the stored-value account and to a 15 credit card or cash. The Appellant's invention is thus no more than linking the two 16 accounts on a single card and automating the allocation that occurs in such a 17 frequently experienced purchase. Automation of a known manual process, to gain 18 the commonly understood benefits of such adaptation, such as decreased size, 19 increased reliability, simplified operation, and reduced cost, that is no more than 20 the adaptation of an old idea or invention using newer technology that is 21 commonly available and understood in the art is obvious to a person of ordinary 22 skill (see Leapfrog, supra). 23 The Appellant initially argues the references piecemeal, contending that each 24 of Blossom and Cameron fails to teach what is taught by the other. Thus, the 25

- 1 Appellant contends that Blossom doesn't describe allocation of payment across
- 2 multiple non-zero amounts, and that Cameron doesn't describe a point of sale
- terminal or multiple account card. However, Cameron does describe allocation of
- 4 payment across multiple non-zero amounts (FF 13-14), and Blossom does describe
- a point of sale terminal and a multiple account card (FF 05-10), and the Appellant
- does not dispute this (FF 11, 15, and 16). Thus, the combined art applied by the
- 7 Examiner describes these claim limitations and these arguments by the Appellant
- 8 are unpersuasive.

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- The Appellant next contends that it is improper to combine the teachings of Blossom and Cameron. Their initial contention is that the Examiner's findings of motivation to combine the two are improper. The Examiner found that one of ordinary skill would have combined them to include receiving at the POS terminal a response in the form of an elective distribution feature of allocating payments between stored value gift certificate and credit card to limit the use of the credit cards and their attendant high rates of interest.
- We agree with the Examiner, and also repeat our above purchase scenario in which the stored-value balance is insufficient to cover a purchase, requiring an allocation between the stored-value account and the credit account, as an additional motivation to combine purchase allocation with the use of stored-value accounts and credit accounts. In any event, a combination of familiar elements, such as multiple use cards and payment allocation, according to known methods is likely to be obvious when it does no more than yield predictable results (see *KSR*, *supra*). Thus, not only does the Examiner provide a rational motivation that one of

ordinary skill would have known to combine Blossom and Cameron, the

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- combination of their clearly expressed elements, doing no more than yield
- 2 predictable results, would have been obvious to one of ordinary skill.
- As to the Appellant's contention that this motivation is a user's motivation and not a designer's, we find that a designer of sales systems such as those in Blossom
- 5 and Cameron would have considered how a user would use these systems.
- 6 As to the Appellant's argument that one of ordinary skill would not have
- 7 applied Cameron's graphical interface for remote order entry to a point of sale
- 8 device, we find that entering an order with a credit card payment, as in Cameron, is
- 9 entering a sale. How local or remote the terminal is has nothing to do with the
- technology, only with the placement of the terminal. Thus one of ordinary skill
- would have immediately envisaged the use of any credit, debit, or gift card, such as
- 12 Blossom's, upon reading Cameron's discussion of entering such cards.
- Finally, as to the claim limitation regarding the stored-value account and the
- credit account being linked substantially contemporaneously with issuance of the
- instrument to the customer, we make the following findings:
  - 1) Any card linking two such accounts is functionally equivalent irrespective of the timing of when the linking occurred, so long as the linking occurred in the past, and therefore little patentable weight is
  - 2) The card itself is a physical link between itself and the two accounts, and such linkage is created when the accounts are linked to the card, which is generally contemporaneous with the issuance of the card.

afforded to the limitation regarding contemporaneous linking;

1	3) Melchione suggests that all operations associated with opening an
2	account that has multiple financial components be done in a single
3	session.
4	Thus, we find that this limitation, that the stored-value account and the credit
5	account was linked substantially contemporaneously with issuance of the
6	instrument to the customer, has little patentable weight, was known to be
7	functionally equivalent to similar linking at any time prior to the use of the card,
8	would have generally occurred at the time of card issuance, and was suggested by
9	Melchione to those of ordinary skill.
10	Thus, we find the Appellant's arguments unpersuasive, and that the Examiner
11	has shown that the combination of Blossom, Cameron, and Melchione describe all
12	of the claimed subject matter and that it would have been obvious to a person of
13	ordinary skill in the art to have combined their teachings to form the claimed
14	invention.
15	
16	CONCLUSIONS OF LAW
17	
18	The Examiner has shown that the combination of Blossom, Cameron, and
19	Melchione describe all of the claimed subject matter and that it would have been
20	obvious to a person of ordinary skill in the art to have combined their teachings at
21	the time the invention was made to arrive at the claimed subject matter.
22	Accordingly we sustain the Examiner's rejection of claims 1-7 under 35 U.S.C. §
23	103(a) as obvious over Blossom, Cameron, and Melchione.

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1	DECISION
2	To summarize, our decision is as follows:
3	• The rejection of claims 1-7 under 35 U.S.C. § 103(a) as obvious over
4	Blossom, Cameron, and Melchione is sustained.
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6	No time period for taking any subsequent action in connection with this appear
7	may be extended under 37 CFR § 1.136(a)(1)(iv).
8	
9	AFFIRMED
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11	
12	
13	jlb
14	
15	TOWNSEND AND TOWNSEND AND CREW, LLP
16	TWO EMBARCADERO CENTER
17	EIGHTH FLOOR
18	SAN FRANCISCO CA 94111-3834